

ABSTRACT OF THE DISCLOSURE

A method and system for mass-generating new or modified designs of products and other items over a communications network, such as the Internet. Users in the public may remotely access and run a computer design program on a remote host system where they may select and manipulate product parts for designated products, in order to create a new design for planned or existing products. Additionally, an award incentive is preferably provided to winning designs. In this manner, the remote host computer system may collect a multitude of design submissions from a great number of users.